

Upozornění na problémy při tisku

(Vámi tištěný dokument následuje za tímto protokolem.)

Počet chybně vytištěných dokumentů: 1

Seznam chybně vytištěných dokumentů

| Poř. č. | Identifikace dokumentu | Dokument | Upřesnění |
|---|-------------------------------|-------------------------|---|
| Popis problému | | | |
| 1. | Bc. Prachi Ravindrasinh Jhala | Posudek závěrečné práce | Zadání práce (ID 325917), Posudek vedoucího (ID 178413) |
| V dokumentu chybí znak <input type="checkbox"/> (hexadecimální kód: f48086a9). V dokumentu chybí znak <input type="checkbox"/> (hexadecimální kód: f480869f). | | | |

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by supervisor

Thesis Title **Evaluation of Social Media Influence on the Purchasing Behaviour**

Name of the student **Bc. Prachi Ravindrasinh Jhala**

Thesis supervisor **Ing. Tereza Balcarová, Ph.D.**

Department **Department of Management**

| | | | | |
|---|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Logical process being used, work with data and information | <input type="checkbox"/> 1 | <input checked="" type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| The structure of paragraphs and chapters | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Formal presentation of the work, the overall impression | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Formulation of objectives | <input type="checkbox"/> 1 | <input checked="" type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Choice of appropriate methods and methodology used | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Professional contribution of the work and its practical usage | <input type="checkbox"/> 1 | <input checked="" type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Work with scientific literature (quotations, norms) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input checked="" type="checkbox"/> 4 |
| Clarity and professionalism of expression in the work | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Author's stance and approach to the addressed problems | <input checked="" type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Summary and key-words comply with the content the thesis | <input type="checkbox"/> 1 | <input checked="" type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Fulfillment of objectives | <input type="checkbox"/> 1 | <input checked="" type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Author's co-operation with supervisor and department | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input checked="" type="checkbox"/> 4 |
| Theoretical background of an author | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Comprehensibility of the text and level of language | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Formulation of conclusions | <input type="checkbox"/> 1 | <input checked="" type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Evaluation of the work by grade (1, 2, 3, 4) | | | | 3 |

Evaluation: 1 = the best

Date 26/04/2023

Supervisor signature

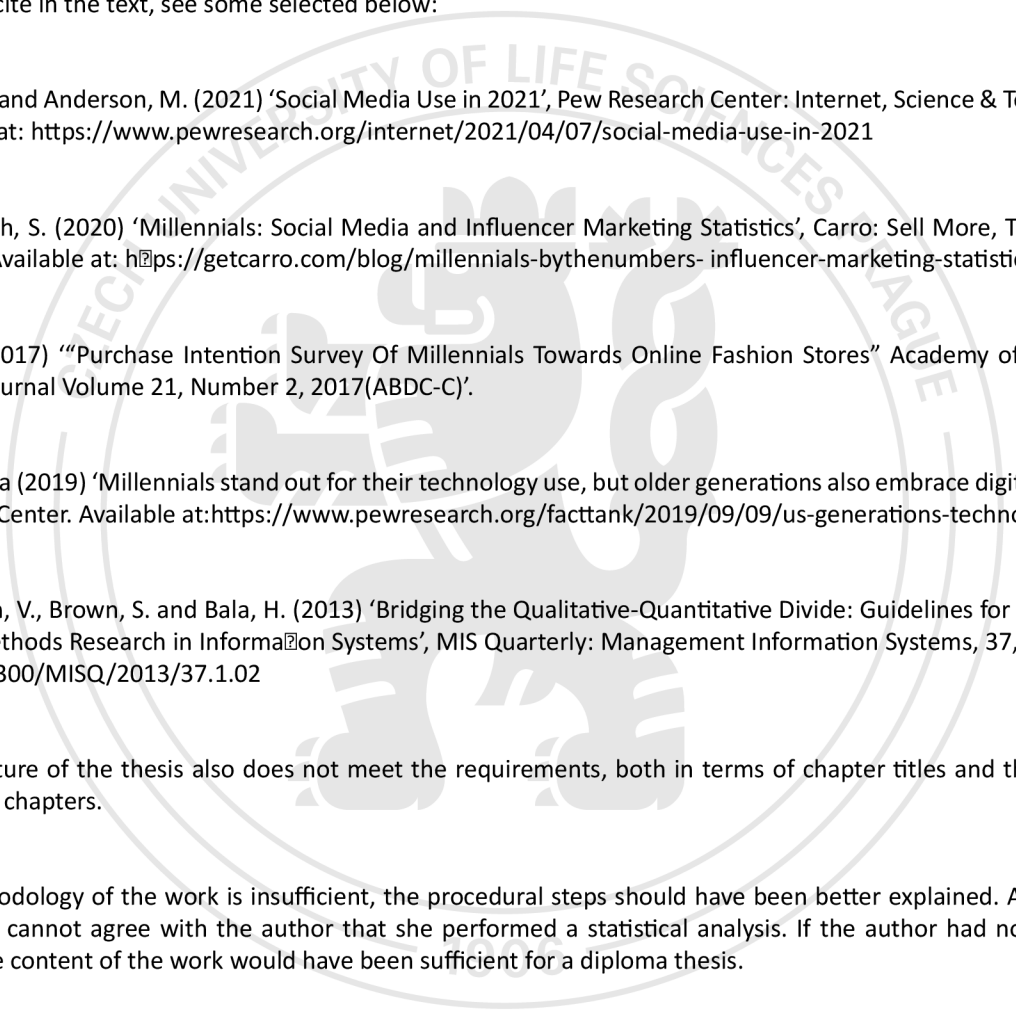
Other comments or suggestions:

The presented diploma thesis has significant shortcomings with regard to the formal processing and the content of the work. It would have been very helpful if the author regularly consulted the partial procedures of the work and did not leave the consultation until the very last minute. The author did not follow the instructions for preparing the diploma thesis despite the recommendation of the supervisor.

The diploma thesis does not follow the citation standard, there are even titles in the list of sources that the author does not cite in the text, see some selected below:

Auxier, B. and Anderson, M. (2021) 'Social Media Use in 2021', Pew Research Center: Internet, Science & Tech, 7 April. Available at: <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021>

Donawerth, S. (2020) 'Millennials: Social Media and Influencer Marketing Statistics', Carro: Sell More, Together, 29 January. Available at: <https://getcarro.com/blog/millennials-bythenumbers-influencer-marketing-statistics/>

Kaur, J. (2017) "Purchase Intention Survey Of Millennials Towards Online Fashion Stores" Academy of Marketing Studies Journal Volume 21, Number 2, 2017(ABDC-C)'.


Vogels, E. a (2019) 'Millennials stand out for their technology use, but older generations also embrace digital life', Pew Research Center. Available at: <https://www.pewresearch.org/facttank/2019/09/09/us-generations-technology-use/>

Venkatesh, V., Brown, S. and Bala, H. (2013) 'Bridging the Qualitative-Quantitative Divide: Guidelines for Conducting Mixed Methods Research in Information Systems', MIS Quarterly: Management Information Systems, 37, pp. 21–54. doi:10.25300/MISQ/2013/37.1.02

The structure of the thesis also does not meet the requirements, both in terms of chapter titles and the scope of individual chapters.

The methodology of the work is insufficient, the procedural steps should have been better explained. At the same time, one cannot agree with the author that she performed a statistical analysis. If the author had not confused terms, the content of the work would have been sufficient for a diploma thesis.

However, I appreciate author's approach and personal interest in the topic. That's why I recommend the work to be defended with an assessment – good.

Plagiarism control: The system Theses.cz has not assessed the thesis as suspicious.

Date 26/04/2023

.....
Supervisor signature